Workato is the leading Enterprise Automation Platform that enables businesses to realize end-to-end digital transformation through integration led business automation. Workato’s platform enables planned and systematic transformation of businesses across the entire enterprise value chain. It is the fastest growing Integration and Automation platform with over 7000 Customers, 600K community automations and over 1500 connectors.

Infosys and Workato

The Workato practice is growing rapidly at Infosys with a key focus on providing a unified platform for integration-led automation to our customers. Infosys is working closely with Workato to transform the integration landscape of customers with the low-code no-code approach, thus creating highly differentiated experiences and providing their business with significant competitive advantage.

Workato Overview

Workato provides a unified platform comprising of following key components with supported capabilities:

- **Next Gen iPaaS**
  - Low-code No-code
  - Connectivity
  - Events
  - Process Orchestration
  - Micro Services
  - Pub/Sub

- **Workflow Automation**
  - Process Context
  - Process Orchestration
  - Process KPIs
  - BPMN Modelling
  - Business Rules Engine

- **Enterprise Grade APIM**
  - API Gateway
  - API Portals
  - Custom Policies
  - Low Latency Support
  - API Security

- **Legacy Integration**
  - Flat Files
  - B2B (EDI)
  - Mainframes
  - On-Prem Databases

- **ELT/ ETL**
  - Near-real time data sync
  - Data Integration
  - Data Validation
  - High Data Volume

- **RPA and Bots**
  - Human Workflow
  - Screen Scrapping
  - UI Integration
  - Chatbots/ Workbots
  - Email Integration

Workato’s low-code/no-code platform plays a key role in all five towers of automation in an enterprise as depicted below:
Workato: Key Benefits

Workato brings in a lot of benefits to its customers:

- Workato enables enterprises to **develop and deploy automation 10X faster** than traditional platforms thus increasing the speed to market.
- Workato is much more feature rich than other iPaaS products in the market as it offers **Integration** (EAI, ELT/ETL, APIM) + **Automation** (RPA, Workbots) + **Process Excellence** (BPM, Workflow) in a single platform.
- Workato is **Serverless & has a Cloud native architecture**
  - This means no on-premise footprint, no installations and no Dev-Ops which reduces the total cost of ownership
  - This also allows Workato to provide massive scalability from a capacity and performance perspective
- Workato is a **low code platform**, and the ease of use will enable customers to deliver a larger number of projects catering to varied business requirements.
- Customers can leverage a **large number of automation recipes** from the community library across all functional areas like Order to Cash, Employee Onboarding, Marketing Ops which enables faster time to market.

Workato’s Value Differentiators across Business Operations:

**Marketing**
- Automate your marketing and sales funnel to accelerate pipeline generation
  - Inbound lead enrichment and routing
  - Attribution and reporting
  - ABM - lead, account scoring, engagement
  - Campaign setup and launch automation
  - Content approvals and compliance
  - Behavioral/revenue-based campaigns
  - Webinar/Event automation
  - E-commerce integration
- Most Used OOB Connectors: Marketo, Salesforce, Nutshell, Netsuite, Gong, Gainsight, SEMRush

**Finance**
- Accelerate processes, remove errors, & scale operations
  - Order to Cash with exception handling
  - Customer order fulfillment
  - Automated month-end, Qr close
  - AP/AR - invoice, payment processing
  - Procure to pay with approvals
  - Record to report
- Most Used OOB Connectors: Workday, SAP Successfactors, WorkforceNow, BambooHR, Greenhouse, Box, Slack, OKta

**HR**
- Streamline processes, delight employees, & create the future of work
  - Automated job posting
  - Streamlining interview, feedback to offer
  - Employee onboarding; account and equipment provisioning
  - Approvals - PTO, Expense, Invoices
  - Employee offboarding with account, equipment de-provisioning, audit reports
  - Employee 360
- Most Used OOB Connectors: SAP, NetSuite, Coupa, Salesforce, DocuSign, Oracle, Zuora, Stripe

**IT**
- Automate IT processes, empower employees & make them productive
  - Employee helpdesk
  - App provisioning / de-provisioning
  - Incident management and escalation
  - Asset management
  - SaaS license optimization
  - Security operations automation
  - Employee satisfaction survey automation
- Most Used OOB Connectors: Zendesk, Slack, ServiceNow, JIRA, Salesforce, SnowFlake, Okta

**Value Delivered**
- Upto 30% increase in revenues
- Upto 80% reduction in lead response time
- Upto 40% improvement in efficiency.

For more information, contact askus@infosys.com

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